

AmeriCorps NEWS

FOR MEMBERS AND FRIENDS OF THE AMERICORPS NATIONAL SERVICE NETWORK

Say Good Morning To 'Sunrise' And AmeriCorps

For years we've been used to seeing sports heroes on the covers of cereal boxes. Starting this summer, a new kind of hero will be appearing on boxes of Sunrise Organic Cereal, a General Mills product. Get ready to share breakfast with AmeriCorps members.

Three AmeriCorps members—Juliet Schraeder, John Kearney and Molly O'Neill—will appear on boxes of Sunrise. An estimated 5 million cereal boxes will carry stories and pictures of these members.

Why did General Mills choose AmeriCorps? According to Tom Johnson, General Mills spokesperson, "AmeriCorps members are doing amazing things that are extremely interesting and beneficial to the earth and to their communities. We wanted

to introduce AmeriCorps to a wide audience of people. We are giving Sunrise cereal lovers the opportunity

to learn about AmeriCorps members and help support the work they do."

Because Sunrise is a certified organic cereal, General Mills decided to feature members who are involved in projects focused on organic farming and the environment.

The company hopes the real-life stories of AmeriCorps members will draw a strong response from readers and eaters. "We expect thousands

port their efforts to restore national parks and support organic farming," Johnson said.

The three AmeriCorps members will be submitting journal entries and photographs to the web site every month. The web address is www.sunrisecereal.com. General Mills also plans to donate up to \$100,000 to support AmeriCorps projects. For every person who visits the web site and enters a code found on the cereal box, Sunrise Cereal will donate \$1.

Johnson said that General Mills would like to continue the project in coming years. "The alliance between AmeriCorps and Sunrise is one of the most unique

and exciting projects ever to hit General Mills. People I work with across the company—graphic artists, marketers and packaging engineers—are very energized and tell me frequently that this is one of the coolest things we've ever done," he said.



SUNRISE
Proudly Supports
AMERICORPS



Juliet Schraeder



John Kearney



Molly O'Neill

of people to respond by contacting the web site to follow the adventures of Juliet, John and Molly and sup-

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President Congratulates New AmeriCorps Alums

Summer 2000

Dear AmeriCorps Graduate:
Congratulations on the successful completion of your AmeriCorps term of service. I am delighted to join your family and friends in celebrating this impressive accomplishment.

Over the past year, you have helped prove that national service works. In classrooms and police stations, on neighborhood cleanup crews and crime watches, in rural

areas and urban centers, AmeriCorps members like you have strengthened communities and supported people who are striving to make the most of their lives. Your dedication and your commitment to serving others have helped AmeriCorps "get things done" throughout our nation.

Now that you are completing your term of service, I hope you will continue to find ways to serve. America needs your enthusiasm, your skills,

your experience, and your leadership. Many challenges lie ahead both for you and for our country. I am confident that your experience in AmeriCorps will help you meet these challenges.

Thank you again for your service, and best wishes for much future success.

Sincerely,



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Go to www.americorps.org
and click on "Information
for Members."

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know at amnews@cns.gov

New AmeriCorps PSAs Feature Basketball Star Grant Hill

Grant Hill, an NBA all-star, is a big fan of AmeriCorps and is doing his part to get the word out about all the opportunities to serve. You can help.

This spring, AmeriCorps released new television and radio public service announcements (PSAs) featuring Grant Hill and AmeriCorps members. These spots are designed to help recruit more than 50,000 AmeriCorps members over the next year.

Because AmeriCorps doesn't have the budget to pay stations to air the spots, we rely on people like you to call your local stations to encourage public affairs directors to do so (TV and radio stations are more likely to do that if you ask). Call your local station, ask to speak to the public affairs director, and let him or her know how important it is that more people in your community learn

about AmeriCorps. For more information about AmeriCorps, Grant Hill, or to view and hear the PSAs visit www.americorps.org or www.granthill.com. Call Jackie Aker in Public Affairs if you need more

**As Grant Hill says,
"AmeriCorps gives young people the chance to make a difference. That's why I'm doing my part to encourage more young people to join AmeriCorps."**

information, 202-606-5000, ext. 304 or e-mail her at jaker@cns.gov.

As Grant Hill says, "AmeriCorps gives young people the chance to make a difference. That's why I'm doing my part to encourage more young people to join AmeriCorps."

Congratulations From CEO

Dear AmeriCorps Member, Congratulations on completing your AmeriCorps term of service. You and over 150,000 other AmeriCorps members have made a difference in the lives of millions of Americans in just six years. The good work that you have performed over the last year shows that you are making a significant contribution to solving our country's problems.

So I salute you for taking the idea of national service and making it a reality. The measure of your success is in the children tutored and mentored, the volunteers trained, the homes built, the schools repaired, the neighborhoods made safer, and all the other ways you have contributed to making things better.

In the years to come, I expect that you will look back at your experience with pride. Most of all, right now, we look forward to your citizen service ahead. I hope that you will work together with your fellow alumni of

AmeriCorps to continue to "get things done" for America. For example, America's Promise led by General Powell needs your help and leadership to turn the tide for millions of children and youth lacking the fun-

I urge you to stay connected with other AmeriCorps members and learn about new opportunities. AmeriCorps Alums, Inc., an independent non-profit organization created by and for former members, can help keep you connected.

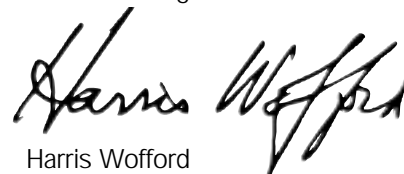
damental conditions for success. Your actions can make a difference in the lives of others and contribute to healthy communities.

I urge you to stay connected with other AmeriCorps members and learn about new opportunities. AmeriCorps Alums, Inc., an independent non-profit organization created by and for former members, can help keep you connected. You can contact them at www.americorpsalums.org or by phone at (202) 729-8180.

We are also creating a registry of members who want to continue serving. This registry will be made available to service-oriented non-profit organizations that will use it to recruit volunteers for service projects. If you would like to be included in the registry, please e-mail Susannah Washburn at alumni@cns.gov or call her at (202) 606-5000 ext. 161.

Once again, I salute you for your service and send my best wishes for your future success.

With warm regards,



Harris Wofford
Chief Executive Officer

AmeriCorps*VISTA Marks 35 Years Of Service

If you've been a VISTA member at anytime in the last 35 years, it's time to celebrate—and reconnect.

VISTA kicked off its 35th anniversary celebration in February, at the same time it welcomed its new director, Matt Dunne. Events are being planned across the country to take place over the summer.

In addition, Sargent Shriver, the creator of VISTA, and Sen. John D. Rockefeller, an early VISTA member, have been invited to participate in a Washington, D.C. event scheduled for October 12 through 14. The event will combine "training current members and linking them to

the past, while simultaneously discussing the next 35 years of AmeriCorps*VISTA with alumni," Dunne said.

One of the major objectives of the celebration is to reconnect with alumni, according to Dunne. "The Internet should make that an easier prospect than in past years."

AmeriCorps*VISTA staff is in the process of updating its database. To register a new address or get involved in the celebration, contact VISTA at vista35@americorps.org.

For more information on VISTA's 35th anniversary, contact www.americorps.org/vista.

AmeriCorps*NCCC Members

Hurricane, Utah, now boasts a new hiking trail. An overgrown field on a campus in Washington, D.C., is now an environmental park complete with herb and butterfly gardens, a nature trail and pond. And ten Police Athletic League (PAL) centers in Baltimore are now freshly painted. All these accomplishments are the results of hard work by AmeriCorps*NCCC on National Youth Service Day (NYSD), April 14 and 15.

AmeriCorps*NCCC campuses have participated in NYSD, sponsored by Youth Service America, for several years. This year's event was featured in *Parade Magazine*. The goals of NYSD are to recognize the ways that youth improve their communities through service year-round; recruit the next generation of volunteers; and promote the benefits of youth service to the American public.

Project sponsors were impressed with AmeriCorps*NCCC members

Getting Things Done On National Youth Service Day

efforts. As John Liakakos, community relations specialist at the Perry Point campus, noted, PAL staff members "were blown away by the

with developmental disabilities.

Among those working with members were Corporation CEO Harris Wofford, General Colin Powell,

"Now the teachers can take their classes into the park, or bring the park into the classrooms," explained Kate Becker, Region Director.

work they did that day." One PAL staff member described the event as a wonderful opportunity for PAL youth to see community service as fun, Liakakos reported. Members also planted a rose garden and painted a mural in a computer lab at one of the PAL centers.

At the Washington, D.C., campus, two members identified the project, and a team then was selected to develop and manage the project. The project sponsor was the Kennedy Institute, a center for individuals

Eunice Kennedy Shriver, and Washington, D.C., Deputy Mayor Carolyn Graham.

In addition to identifying the types of plants needed to attract butterflies for the garden, team members came up with a list of books, then solicited donations for the school library. Members also helped teachers create a curriculum using the newly planted areas. "Now the teachers can take their classes into the park, or bring the park into the classrooms," explained Kate Becker,



Region Director. The Kennedy Institute's high school "has vocational tracks where individuals are learning different skills for employment, and they will be maintaining the park as part of their training," she said.

Linda Taylor, community relations specialist for the San Diego campus, reported that the Utah project was particularly challenging because of its elevation. "At times, the members were hanging on the side of a mountain."

The six-week project, completed on National Youth Service Day, "was such a big deal to the community," Taylor said. "There



was a presentation by the mayor," who awarded a plaque to the San Diego campus in recognition of its efforts.

The Charleston campus dispatched seven teams to work on a variety of projects, including acting as judges in a neighborhood clean-up project sponsored by Clean City Sweep. Members also planted trees outside the new aquarium, painted murals in downtown Charleston, and worked on a project for Pet Helpers, an organization that rescues abandoned animals.

In Denver, teams planted trees for the Denver Parks Department, working along side students from Denver public schools. Other members served

at an Earth Summit, a fair that attracted hundreds of students from the metro area and beyond, with activities such as alternative energy demonstrations.

"They didn't realize our work ethic," Liakakos commented. "They were in awe at the end."

Many organizations expressed their gratitude to the AmeriCorps members. The Perry Point campus received a citation from Sen. Barbara Mikulski (D-Md.), recognizing its involvement in National Youth Service Day. All were impressed with the sheer amount of work AmeriCorps*NCCC members performed. "They didn't realize our work ethic," Liakakos commented. "They were in awe at the end."



Coming soon to a Sunrise cereal box near you:



Juliet Schraeder, 24,
an AmeriCorps*VISTA

member, is Youth Coordinator at Austin Community Gardens, in Texas, one of the largest organic community gardens in the country. Her site is a six-acre garden with 300 plots, including an urban mini-farm demonstration project. She organizes youth volunteers to grow organic vegetables for food banks and homeless shelters. Juliet graduated last May from the University of Wisconsin-Madison with a degree in art education. She joined AmeriCorps because she wanted to make a difference and learn about organic gardening. She loves Austin and the people she is meeting through her service. As Youth Coordinator, she helps low-income students at Austin elementary and middle schools plant gardens and learn about organic practices. She uses her art training in her teaching and garden design and plans to be an art teacher in the future.



John Kearney, 26,
who grew up in a log

cabin in the mountains of Idaho, has always had an interest in helping others. A graduate of the University of Vermont with a degree in recreation management, he heard about AmeriCorps through his volunteer work in Vermont. As a crew leader

in the Montana Conservation Corps, John and his team will carry out a variety of projects in Yellowstone National Park this summer and fall. These include constructing trails near Old Faithful, fixing campgrounds and bear boxes throughout the park, collecting native seeds and removing noxious weeds, and taking out old roads and planting trees. Before the Yellowstone season started in June, he helped restore an old ghost town and participated in a dinosaur dig with an archeologist who was the technical advisor for the movie "Jurassic Park."



Molly O'Neill, 25,
is acting on her love
for the environment

this summer on Maine's beautiful coasts and mountains. From May through September, she will work on several long-term trail projects on the Appalachian Trail, which stretches from Maine to Georgia. She will help build a new side trail on Baldpate Mountain, build waterbars to prevent erosion on Sugarloaf Mountain, and cut out rock stairs on Moody Mountain, the most technically challenging restoration project on the entire trail. She will also help rehabilitate trails in Acadia National Park, one of the most scenic places in Maine. Molly is from Muncie, Indiana. She graduated from Ball State University in Muncie with a BA in telecommunications (video film production), and a BS in psychology.

Serving This Year And Beyond

In an effort to help AmeriCorps members make good on their pledge to a lifetime of service, the Corporation for National Service is moving forward on plans to connect AmeriCorps alumni with service opportunities. AmeriCorps is creating a registry of members who want to continue serving. This registry will be made available to community service organizations that will use it to recruit volunteers for service projects. Service providers need the help of AmeriCorps alumni who have developed the skills to lead volunteer projects.

To be included in the database, please e-mail Susannah Washburn at alumni@cns.gov. Your e-mail should include your full name, social security number and the following statement: "I am interested in continuing to serve after AmeriCorps. Consistent with the Privacy Act, I give the Corporation for National Service permission to release my name, address (including e-mail), and telephone number to organizations that sponsor service opportunities, so that they may contact me." If you prefer, you may send the same information by mail to:

Susannah Washburn
Corporation for National Service
1201 New York Avenue, NW
Washington, DC 20525

AmeriCorps Bridges The Digital Divide

When it comes to computer access, not all Americans are on a level playing field. Some children learn to use computers at home as preschoolers, then hone their skills in wired classrooms. Others are raised in homes and attend schools without computers. For adults, the lack of computer skills can limit employment and educational opportunities.

Faced with the growing division between digital haves and have-nots, AmeriCorps is launching a major effort to expand digital opportunities. This spring, AmeriCorps pledged an additional \$10 million to support projects aimed at closing the digital divide. Over the next 18 months, AmeriCorps hopes to recruit 3,000 new members to help solve this problem.

Currently, working in schools, YMCAs, Boys and Girls Clubs, and community centers, AmeriCorps members are providing the hands-on instruction, expertise and guidance needed to help children and adults succeed and thrive in the digital age. With support from leading technology companies and nonprofits, hundreds of AmeriCorps members are working in technology initiatives this year.

As Steve Case, chairman of America Online, commented during the launch of PowerUP, "AmeriCorps is putting the people power in place so that the digital divide can be closed, not just through technology, but through people."

Some examples of AmeriCorps' digital divide projects are:

- With support from IBM and the United Way of America, 65 AmeriCorps*VISTA members in Teaming for TECHnology are helping nonprofits assess their technology needs—including hardware, software, and volunteer experts—to ensure quality service to disadvantaged communities and their resi-

"AmeriCorps is putting the people power in place so that the digital divide can be closed, not just through technology, but through people," commented Steve Case, chairman of America Online, during the launch of PowerUP.

dents. The AmeriCorps*VISTA members then assist IBM in the distribution of computers and software and generate additional resources.

- PowerUP is another project that uses AmeriCorps members. Together with America's Promise, AOL, the YMCA, the Boys and Girls Clubs,

and others, AmeriCorps*VISTA is placing up to 400 members in schools and community technology centers across the country. AOL, Gateway, Sun Microsystems, and other corporate partners have pledged more than \$10 million in this effort.

- AmeriCorps members at Lyndon State College in Vermont provide computer and literacy training to youth and adults throughout the Northeast Kingdom.

- AmeriCorps members serving with Jobs for Maine's Graduates are bringing together schools, adult education projects, and libraries to improve computer education projects for students and adults.

- At the Lower Mississippi Delta Service Corps, AmeriCorps members teach basic literacy skills to students and their parents in after-school projects.

- AmeriCorps members serving with City Year in Seattle, Cleveland, and San Antonio bridge the digital divide through activities including operating an out-of-school computer curriculum for K-5 students and assisting teachers in using computer technology; offering Internet instruction for adults and children; and developing a technology curriculum for children.

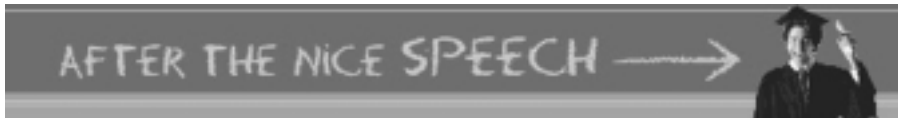
- The Louisiana Delta Service Corps, the Louisiana Corporate Recycling Council, and the governor's office are working to give children the skills and equipment they need through the Computers for Louisiana's Kids project. AmeriCorps members teach students how to refurbish, test, and operate donated computers—giving

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Three Cheers For Yahoo!

What does AmeriCorps need to get things done over the next year? Members, lots of members. Over the next year, AmeriCorps is hoping to recruit 50,000 new members — even more than the Marines — with a fraction of their recruitment budget.

But thanks to Yahoo!, getting the word out about AmeriCorps just got easier. By donating \$1 million in public service advertising, Yahoo! is helping to recruit members. Yahoo! will run AmeriCorps banner advertisements on the Yahoo! directory and across its network of properties. AmeriCorps will also have fixed button placement on Yahoo! Careers, providing Yahoo! users with a direct link to the AmeriCorps web site.



As a technology-based company, "we're joining AmeriCorps in challenging people of all ages to help close the digital divide," said Jerry Yang, co-founder of Yahoo! "Yahoo! will leverage the powerful reach of our network to raise awareness of and increase participation in AmeriCorps' initiative to help bring basic internet instruction to schools and communities across the nation."

Calling All Writers

We're looking for a few good stories—your stories.

In five years, more than 150,000 Americans have answered AmeriCorps' call to service and devoted a year to changing lives, rebuilding communities and strengthening our country. In honor of your service—and to help recruit the next generation of members—we're publishing a book about the AmeriCorps experience. We're seeking the most interesting experiences and compelling stories for a first-ever

AmeriCorps book. Inspirational, profound, funny, and memorable, this book will tell the AmeriCorps story by those who know it best—the members. This mass market paperback will be used in recruiting, sent to libraries and schools, and put on the AmeriCorps website.

Your story or essay should be 500 to 1,000 words in length. Share your most powerful moment—when you knew AmeriCorps changed your life, or you changed someone else's. Write about a memorable event with the people you served. Relate your experience of traveling to a different part of the country, or seeing your own community in a new light. Tell

DIGITAL DIVIDE Continued from page 7

the students valuable job skills and providing public schools with much-needed technology.

In Greenville, Ala., AmeriCorps members are teaching computer skills and providing after-school tutoring and mentoring to elementary students in three rural schools.

Bridging the digital divide also is a priority for AmeriCorps*NCCC members. Working in schools and Boys and Girls Clubs across the country, AmeriCorps*NCCC members are installing computer labs, teaching computer skills to students and adults, and running "power hours" in which students learn to do their homework on the computer. Recent AmeriCorps*NCCC sites include Aberdeen, Md.; Manchester, N.H.; Detroit, Mich.; Denver, Colo.; San Diego, Calif.; Albany, N.Y.; and Greenville, S.C.

For more information, see www.americorps.org.

about that breakthrough moment—when your student's squiggly lines first turned into a sentence, when a family moved from the streets into the new home you helped build, when your adopted grandmother regained hope after a devastating flood. Don't sum up your whole year. Pick one moment, tell a story, and include rich details. Through your writing, help us relive the AmeriCorps experience with you.

You've answered the call to serve. Now answer this call and help recruit the next generation of AmeriCorps. Please send your story by Sept. 15 to apowell@cns.gov. Questions? Call Abbey Powell at 202-606-5000 x535.